

What is Claimed is:

1. A method of operating a vehicle dealership, comprising:
providing an off-road vehicle course having off-road conditions upon which off-road vehicles can be driven;
- 5 locating said vehicle course on, adjacent or near the dealership's property; and
operating said off-road vehicle course in a manner that allows potential customers to test-drive the off-road vehicles that are offered for sale by the dealership on said course.
2. The method of Claim 1, wherein the potential customers are required to pay a fee
10 to test drive vehicles on said course, and wherein the fee paid is reimbursed when the customer purchases a vehicle from the dealership.
3. The method of Claim 1, wherein the potential customers are allowed to drive their own vehicles on said course so that they can compare their own vehicles with those being offered for sale by the dealership.
- 15 4. The method of Claim 1, wherein the dealership provides at least one dedicated off-road vehicle that is specifically set aside to be test driven on said course.
5. The method of Claim 1, wherein the dealership enables the course to be used for a limited time by a customer or group of customers.
6. The method of Claim 1, wherein the dealership promotes the course as a means
20 of promoting the dealership, wherein no other similar course is made available in a predetermined geographical area, so that potential customers that want to test-drive vehicles in off-road conditions will have to come to that dealership to do so.

7. The method of Claim 1, wherein arrangements are made with retail establishments to provide discounts and/or incentives for test-driving vehicles on said course.
8. The method of Claim 1, wherein a plurality of vehicle dealerships have entered
5 into an arrangement whereby the dealerships contribute to the costs and/or efforts associated with the development and/or operation of the course, and each dealership is allowed to use the course to enable potential customers to test-drive their vehicles.
9. The method of Claim 1, wherein the course comprises various terrains and obstacles to provide an effective test of the vehicle's performance and handling.
10. A vehicle dealership comprising:
a plurality of off-road vehicles offered for sale; and
an off-road course having off-road conditions upon which off-road vehicles offered for sale by the dealership can be test-driven by consumers.
11. The dealership of Claim 10, wherein said off-road course is located on, adjacent
15 or substantially near the dealership's property, and said off-road course is operated by or on behalf of the dealership.
12. The dealership of Claim 10, wherein the course comprises various terrains and obstacles to provide an effective test of the vehicle's performance and handling.
13. A method of operating a commercial complex, comprising:
20 operating a commercial complex;
providing an off-road vehicle course having off-road conditions upon which off-road vehicles can be driven;
locating said vehicle course on, adjacent or near the commercial complex; and

operating or having operated said off-road vehicle course in a manner that allows customers and potential customers that come to the commercial complex an opportunity to drive vehicles on said course.

14. The method of Claim 13, wherein certain off-road vehicles are provided that the customers and potential customers can rent for a limited time for a fee.

15. The method of Claim 13, wherein the customers and potential customers are allowed to drive their own vehicles on said course for a fee.

16. The method of Claim 13, wherein a discount on fees or other incentive for using the course is provided based on purchases made by said customers and potential customers at one or more retail establishments located at said complex.

17. The method of Claim 13, wherein paying a fee for using the course entitles the customers and potential customers to one or more discounts or other incentives at one or more retail establishments located at said complex.

18. The method of Claim 13, wherein no other similar course is made available in a predetermined geographical area, so that the commercial complex can use the vehicle course as a means of attracting customers and potential customers to that complex and not other complexes.

19. The method of claim 13, wherein said complex is a shopping mall, and the off-road course is located on, adjacent or near said shopping mall.

20. The method of Claim 13, wherein said complex is a shopping mall with parking areas, and the off-road course is located on or adjacent said parking areas, wherein said course extends through the complex in a manner that allows customers and potential customers of said mall to view vehicles on the course.